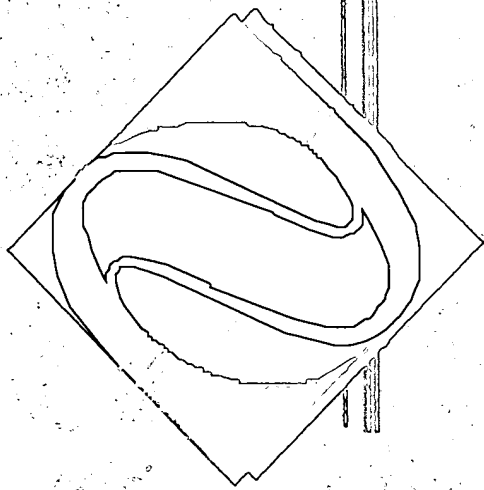
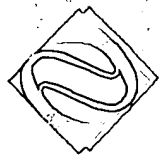


EXHIBIT I



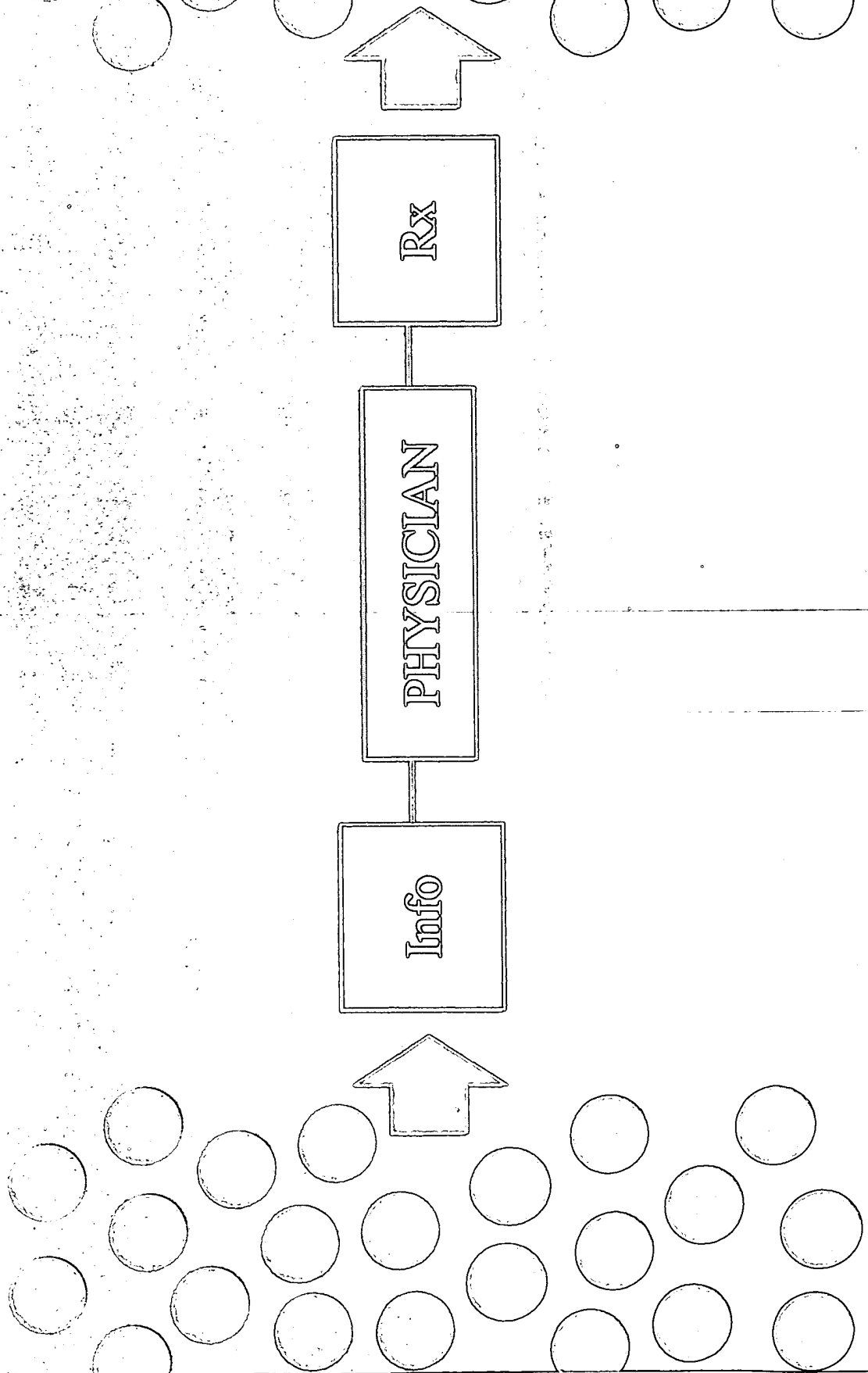
Physicians' Online

A personalized online medical information & communications service dedicated to empowering physicians with the tools essential to advance the quality and control the cost of health care through informed decision-making.



Physician as Knowledge Worker

Problem & Opportunity





PCs in Health Care

Barriers to Physician Use

- Price
- Access
- Ease of Use
- Awareness
- Time

Desk-bound
Document Processing

The Real Cost of Knowledge

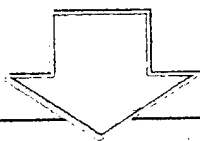
- Time

- » Convenient Access
- » Ease of Use

- Money

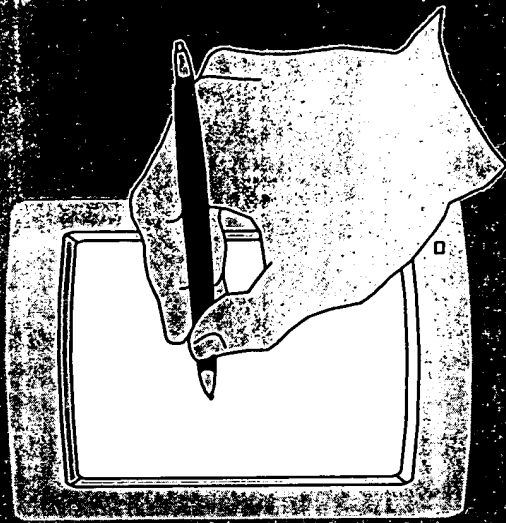
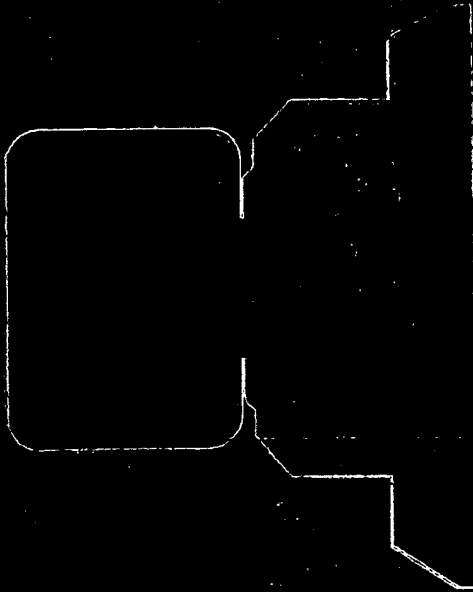
- » Price

Minimize the Cost of Knowledge





Physician "Desktop"



Desk-bound
Document Processing

Mobile
Knowledge Processing



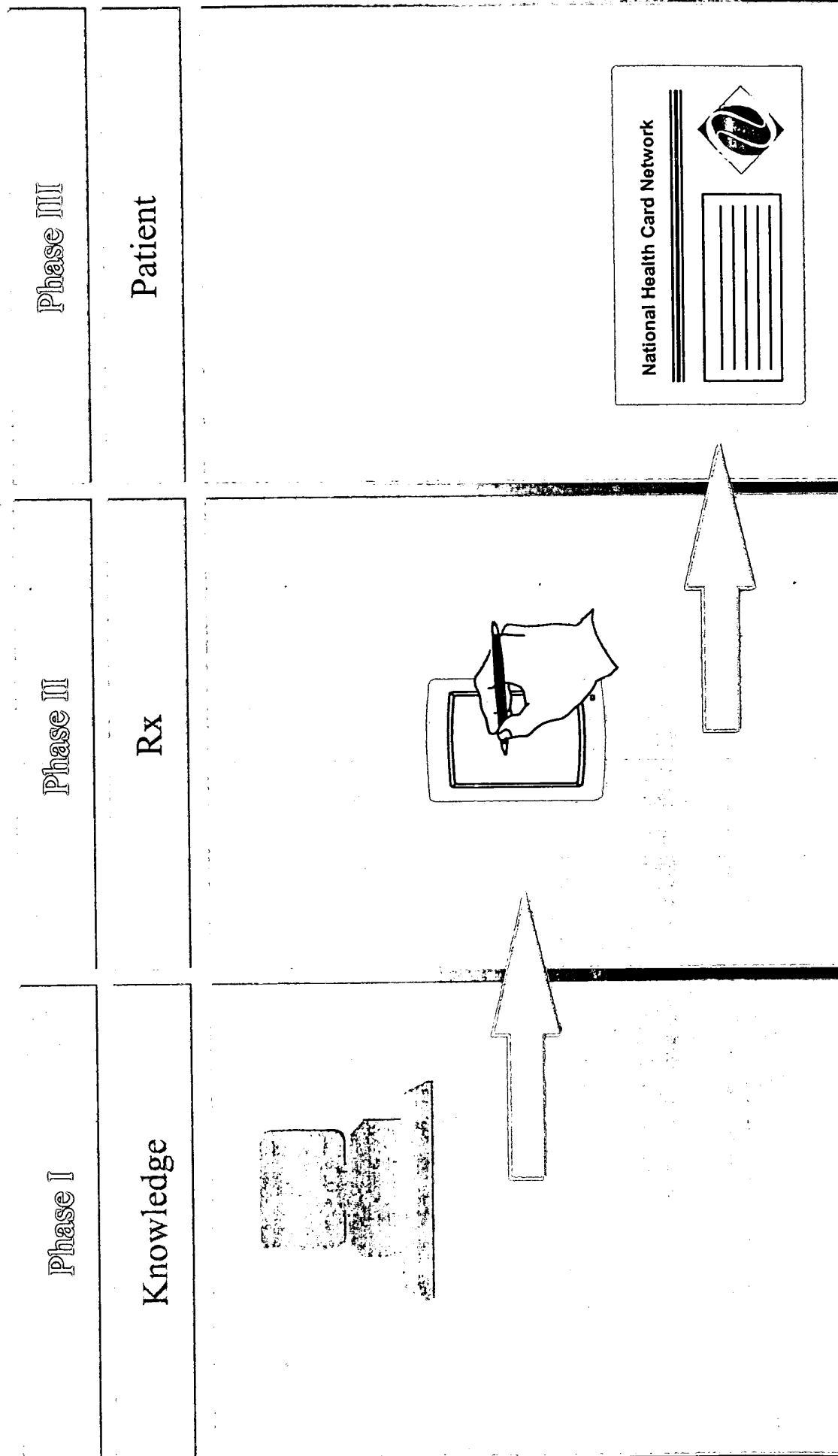
Physician "Desktop"

Points of Entry

Home	Office	Hospital
PC Smart Phone PDA	PDA Smart Phone PC Office Network	Dedicated Terminal PC Hospital Network PDA Smart Phone



Physician Market Strategy



2

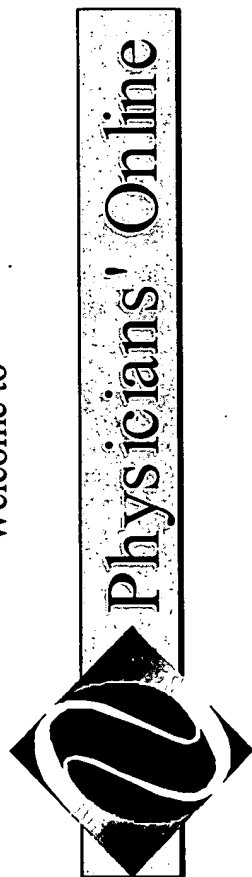
Strategic Alliances

- Phase by Phase
 - Sector by Sector Cooperative Participation
- Cooperative vs Competitive
 - Market Growth vs Market Share
- Physician "Desktop" Control
 - First Mover Advantage
 - Physician Use: "All or Nothing"

10



Welcome to



A Personal Online Medical
Information and Communications
Service for Member Physicians

(MESSAGE HERE)





SERVICE WORKSPACE
(USER-DEFINED SCROLLABLE REGION)



MESSAGE
(SPONSOR-DEFINED REGION)



495774



Main Menu

- < 1 > Literature Search (MEDLINE)
- < 2 > Diagnostic Support (QMR)
- < 3 > Drug Information (USP)
- < 4 > Society Forums (ACP/ AAFP/ ACC)
- < 5 > Special Interest Forums
- < 6 > Industry/Company Forums
- < 7 > Mail
- < 8 > Personal Services
- < 9 > Membership/Account Information
- < 0 > Quit

(MESSAGE HERE)





Linked Product Menu

- <1> Detailing
- <2> Product Information
- <3> USP Drug Info
- <4> Related Literature
- <5> Patient Information
- <6> Company Forums
- <7> Special Offers
- <8> Information/Sample Requests
- <9> Review other Products
- <0> Return

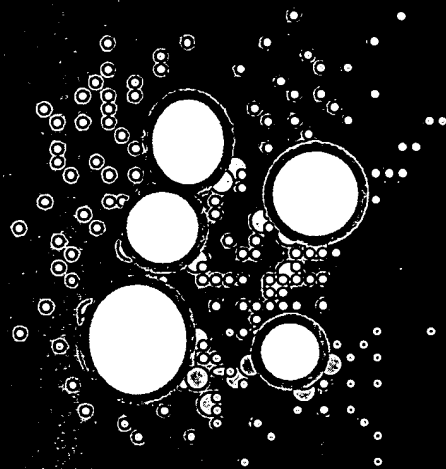
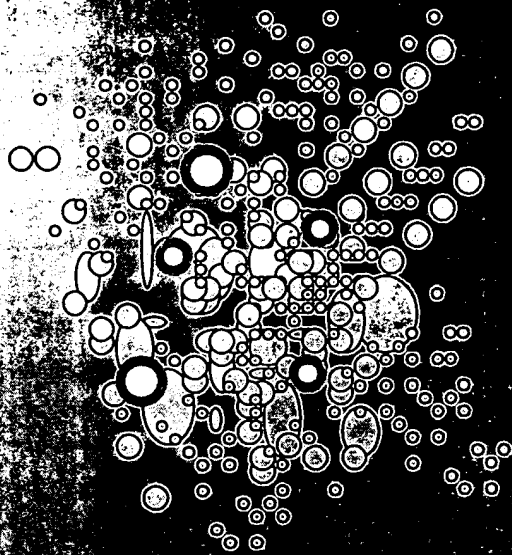
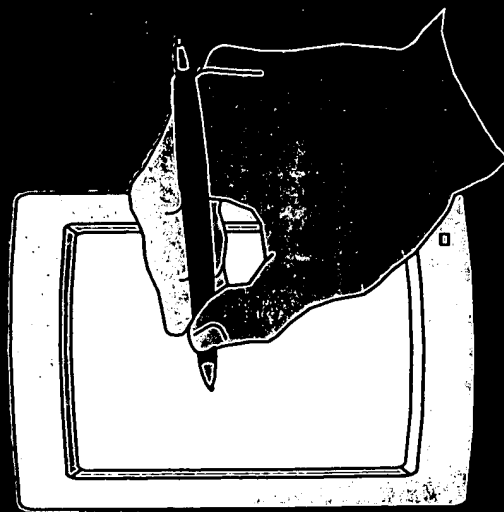
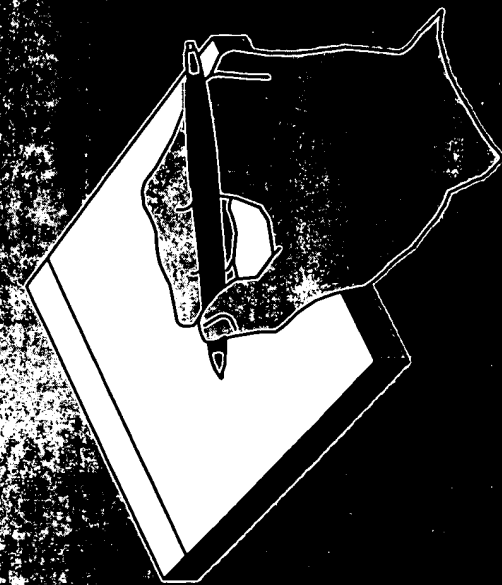
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Phase II:

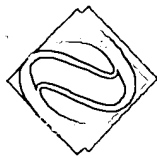
Facilitating the Shift to Managed Fulfillment



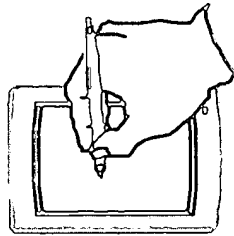
Influencing Prescriber Choice

In Each Therapeutic Class

- Prescriber's 1st Choice
- Alternatives
- Patient's Formulary



Smart Scripts™ Structure



Prescription

Patient-Specific Formularies

Organization-Specific Formularies

National Formulary Standard

Therapeutic Equivalents

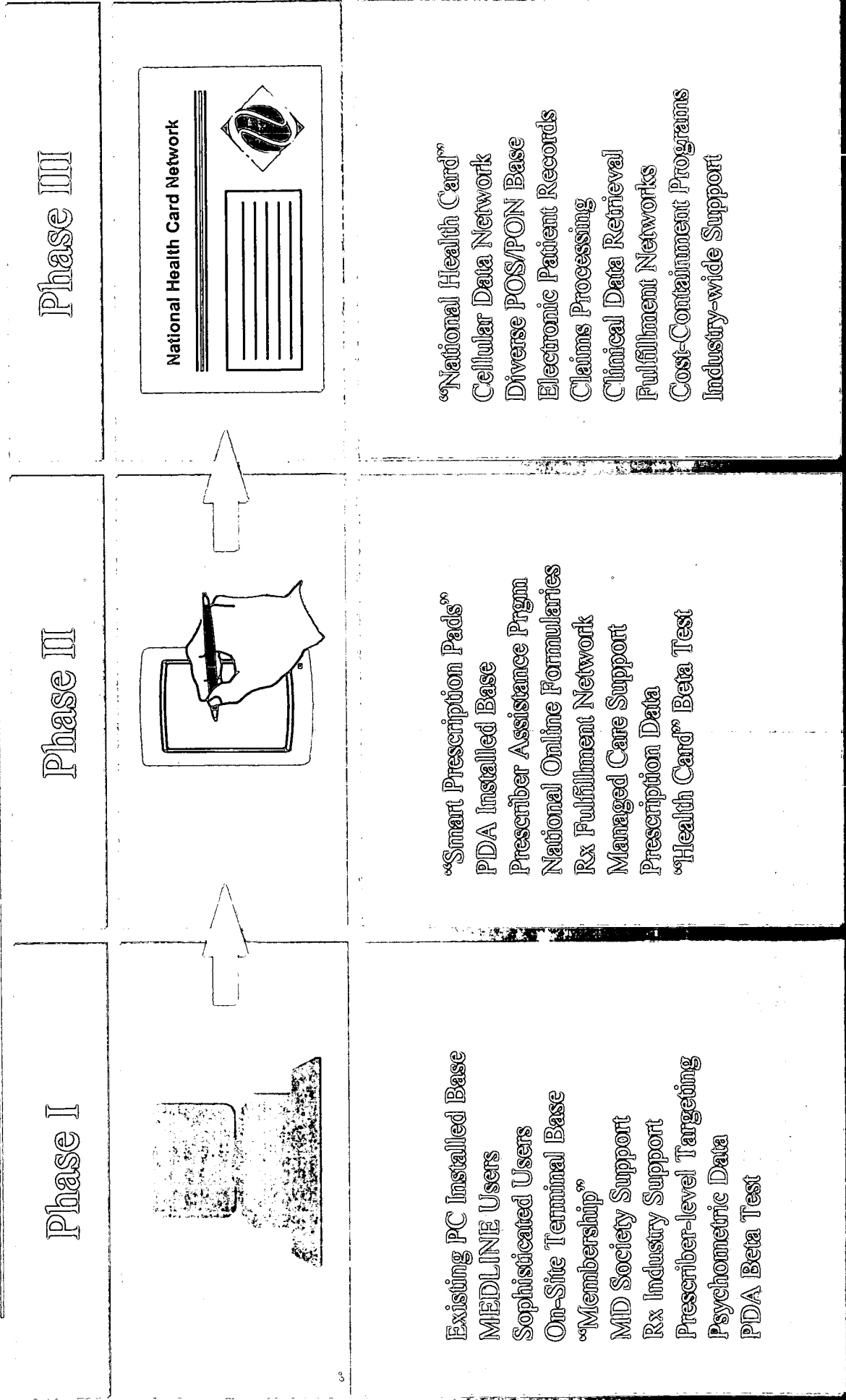
Pharmaceutical Data

Keys to Success

- Physician Membership & Use
 - “Physician-centric” Market Strategy
 - » Minimize the Cost of Knowledge
- Market-driven not Technology-driven
 - Systems Integrator of Existing & Leading Technology
- Integral Industry Participation
- “First-Mover” Advantage



"First-Mover" Advantage





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